



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand			Product Code			Station/Market																			
				CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE			POLITICALS			WPVI - PHILADELPHIA																			
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing			Package	Contract Title																		
Line	Start Date	End Date	Time Period			Description			RC	Duration	M	T	W	F	S	S	SPW	Price	Tot Spots	Total \$										
1	09-28-2012	09-28-2012	05:00AM - 06:00AM			MORNING NEWS 5A MO-FR (6948)			8	30				1		1	700	1	700.00											
2	10-01-2012	10-01-2012	05:00AM - 06:00AM			MORNING NEWS 5A MO-FR (6948)			8	30	1					1	700	1	700.00											
3	09-28-2012	09-28-2012	07:00AM - 09:00AM			MORNING NEWS GMA 7A MO-FR (6910)			8	30				3		3	1,600	3	4,800.00											
4	10-01-2012	10-01-2012	07:00AM - 09:00AM			MORNING NEWS GMA 7A MO-FR (6910)			8	30	3					3	1,600	3	4,800.00											
5	09-28-2012	09-28-2012	06:00AM - 07:00AM			MORNING NEWS 6A MO-FR (6949)			8	30				2		2	1,500	2	3,000.00											
6	10-01-2012	10-01-2012	06:00AM - 07:00AM			MORNING NEWS 6A MO-FR (6949)			8	30	2					2	1,500	2	3,000.00											
M	MG Group #		Preempted	Rate	Reason	MG Description			Duration	9	30	X		X		2	1,400	2	2,800.00											
	333046		10-01-2012	1,500 PER SALES MANAGEMENT	2 X 30 @ \$1,400 M 06:00AM - 07:00AM - 10/01/12-10/01/12 (6949),															200.00										
M	10-01-2012		1,500 PER SALES MANAGEMENT	1 X 30 @ \$200 S 12:35AM - 01:35AM - 09/29/12-09/29/12 (7766)																200.00										
	Total:		3,000													Preempt Total:			-2	-3,000.00										
	7	09-28-2012	09-28-2012	04:00PM - 05:00PM			EARLY NEWS 4P MO-FR (7239)			8	30			1		1	1,100	1	1,100.00											
8	10-01-2012	10-01-2012	04:00PM - 05:00PM			EARLY NEWS 4P MO-FR (7239)			8	30	1					1	1,100	1	1,100.00											
9	09-28-2012	09-28-2012	07:00PM - 07:30PM			ACCESS MO-FR JEOPARDY (7063)			9	30			1		1	1,800	1	1,800.00												
10	10-01-2012	10-01-2012	07:00PM - 07:30PM			ACCESS MO-FR JEOPARDY (7063)			9	30	1					1	2,000	1	2,000.00											
11	09-28-2012	09-28-2012	07:30PM - 08:00PM			ACCESS MO-FR WHEEL (7064)			9	30			1		1	1,800	1	1,800.00												
12	10-01-2012	10-01-2012	07:30PM - 08:00PM			ACCESS MO-FR WHEEL (7064)			9	30	1					1	2,000	1	2,000.00											

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand			Product Code			Station/Market														
				CASEY FOR SENATE, BOB	BOB CASEY FOR SENATE			POLITICALS			WPVI - PHILADELPHIA														
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing			Package	Contract Title													
Line	Start Date	End Date	Time Period			Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$				
13	10-01-2012	10-01-2012	08:00PM - 10:00PM			PRIME MO8 (7008)			9	30	2						2	8,500	2	17,000.00					
14	09-30-2012	09-30-2012	09:00PM - 10:00PM			PRIME REVENGE PREMIERE (9955)			8	30					1	1	14,000	1	14,000.00						
15	09-28-2012	09-28-2012	11:40PM - 12:07AM			LF NIGHTLINE 1135P LTC 1/7/13 (6970)			8	30				1		1	1,500	1	1,500.00						
M	MG Group #	Preempted	Rate Reason			MG Description			Duration	8	30						SPW	Price	Tot Spots	Total \$					
	333048	09-28-2012	1,500 PER SALES MANAGEMENT			1 X 30 @ \$1,300 F 11:40PM - 12:07AM - 09/28/12-09/28/12 (6970), 1 X 30 @ \$200 S 12:35AM - 01:35AM - 09/29/12-09/29/12 (7766)							X	X				1	1,300	1	1,300.00				
A	Total:			1,500												Preempt Total:			-1	-1,500.00					
	16	10-01-2012	10-01-2012	12:05AM - 12:32AM			LF NIGHTLINE 1135P LTC 1/7/13 (6970)			8	30	1					1	1,500	1	1,500.00					
17	09-28-2012	09-30-2012	11:00PM - 11:35PM			LATE NEWS MO-SU (6969)			8	30				1	1	1	3	2,500	3	7,500.00					
18	10-01-2012	10-01-2012	11:00PM - 11:35PM			LATE NEWS MO-SU (6969)			9	30	1						1	2,500	1	2,500.00					
19	10-01-2012	10-01-2012	10:00PM - 11:00PM			PRIME MO10 (7010)			8	30	1						1	6,400	1	6,400.00					
20	09-28-2012	09-28-2012	10:00PM - 11:00PM			PRIME FR10 (7044)			9	30				1			1	2,000	1	2,000.00					
A	21	09-30-2012	09-30-2012	01:00AM - 02:00AM			LF ROS 1135P-459AM MO-SU (7205)			0	30				X	1	0	1	0.00						
													Contracted Gross Total:			30	79,200.00								
													Actual Gross Total:			32	79,200.00								
													Agency Commission:				11,880.00								
												Net Total:					67,320.00								

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Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

DATE: 09-29-2012 PAGE: 3 of 3

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADEPHIA PA 19103

Contract No 400670	Contract Dt 09-27-2012	Revision Dt 09-28-2012	Rev# 2	Advertiser CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS	Station/Market WPVI - PHILADELPHIA
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Agency Est#	CMS # 245316	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-28-2012	End Date 10-01-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 245316
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Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Month/YR	Preempted			Made Good	Contract Total			Adjustments						Actual Total			
Sep 12	1,500.00			1,700.00	38,200.00			200.00 DB						38,400.00			
Oct 12	3,000.00			2,800.00	41,000.00			200.00 CR						40,800.00			
TOTAL	4,500.00			4,500.00	79,200.00			0.00						79,200.00			

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